

REMARKS

Claims 1, 3-15, 17-20, 24, 26-27, 31-32 and 35-44 are pending. By this Amendment, Claims 1, 3-4, 11, 15, 19-20, 26-27, and 31-32 are amended, Claims 2, 16, 21-23, 25, 28-30 and 33-34 are canceled, and new Claims 35-44 are added.

In the Office Action, the Examiner rejects Claims 1-34 under 35 U.S.C. § 102(b) over U.S. Patent No. 5,227,874 to von Kohorn (von Kohorn). This rejection is respectfully traversed.

Von Kohorn discloses collecting data regarding buying habits of individual shoppers or families by tracking viewers' responses to advertisements or programs via discount coupons. In particular, after viewing an advertisement a viewer can select the advertisement or answer questions related to it. Based on the selection or correct answers to the questions, a printer connected to the user's TV rewards the user by printing a discount coupon that the user can then apply when purchasing the advertised product. The effectiveness of the advertisement, or rather the user's response to the advertisement, is tracked via the coupon - the system tracks who prints coupons, and the printing on the coupons includes information that links the coupon to the advertisement and the household in which the coupon was printed. See, for example, Von Kohorn at column 2, lines 45-68 (C2/L45-68); and C101/L30-C102/L27. Thus additional information is gathered to link the advertisement with an actual sale of the advertised product when the user tenders the coupon to purchase the product.

With respect to features of Claim 2 which have been incorporated into Claim 1, the Examiner asserts that Von Kohorn discloses correlating a first set of product data with a second set of broadcast segment data, to determine whether to provide a promotion. Specifically, the Examiner equates that Von Kohorn's advertisements correspond to the first set of product data, and Von Kohorn's instruction signals correspond to the second set of data related to the broadcast segment. However, Von Kohorn discloses that the "instruction signals" provide commands to the response unit 22 to evaluate, reject or accept, and score viewer responses to questions (e.g. Von Kohorn at C6/L61-66). Von Kohorn further discloses that if the response unit determines that a viewer has correctly answered a question, then the response unit prints a discount coupon or promotion for the

viewer. See, e.g., Von Kohorn at C2/L49-56. Thus, Von Kohorn correlates the instruction signals with *viewer responses*, not product information, in order to determine whether to provide a promotion (e.g. a discount coupon). Accordingly, Von Kohorn fails to disclose or suggest Claim 1, and similar features in independent Claims 15, 19 and 26.

With respect to Claim 4, the Examiner cites Von Kohorn at C2/L43-64. However, this cited section of Von Kohorn merely discloses that viewers may select an advertised product or provide an answer to a question, which is then evaluated. If the selection or answer is found to be correct or acceptable, then a discount coupon is printed for the viewer. This cited section of Von Kohorn does not disclose or suggest specific details regarding a product, and further fails to disclose or suggest that product data which is correlated to determine whether to provide a promotion, includes *data indicative of at least one of date, time, season, or merchant product volume information*, as recited in Claim 4, and similar features recited in independent Claim 31 and dependent Claims 35-37.

With respect to Claim 9, the Examiner cites Von Kohorn at Figure 33 (described for example at C101/L30-64), and also cites Figure 18 and C57/L41-C58/L21. In particular, the Examiner notes the user record 1018. Figure 33 illustrates that in a step 1007, a cumulative record of products selected is printed, and 1018 apparently represents cumulative records of selected products and associated stimuli (see, e.g. C101/L30-34 and C102/L13-14), which can be collected by an organization that also performs record tabulation (see e.g., C102/L11-12 and C101/L57-59). Figure 18 shows a response unit 210A including a memory 594. The memory 594 stores signals from different components of the response unit 210A, in particular from registers 598, a scoring logic unit 370, and an accumulator 386 of the response unit 210A (see, e.g. C57/L54-56). However, Von Kohorn discloses simply printing the cumulative record 1018. Von Kohorn does not disclose or suggest *comparing* a user's current transaction with stored promotions previously received by the user, to determine whether any of the stored promotions might also *apply to the current transaction*, and then presenting all stored promotions that would apply to the current transaction. Von Kohorn further fails to disclose or suggest receiving a command to apply at least one of the provided (stored) promotions, and removing information relating to the applied at least one promotion.

Accordingly, Von Kohorn fails to disclose or suggest *comparing a user's current transaction conducted via the interactive video display transmission to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user, if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, providing all applicable promotions to the user, receiving a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction, and removing information related to the applied at least one promotion from the storage unit*, as recited in Claim 9 and similar features recited in Claims 18 and 38-40.

With respect to Claim 11, the Examiner cites Von Kohorn at C107/L29-42. This section of Von Kohorn teaches that an advertiser can arrange a single advertisement in a single newspaper, so that "the results of the single advertisement can be measured over any desired units of time". For example, the number of coupons requested and redeemed within 12 hours following the advertisement, can be tabulated. Von Kohorn also discloses that the time period can be 24 hours, or 48 hours, or a week, or a month (see e.g. Von Kohorn at C107/L39-42). However, Von Kohorn fails to disclose or suggest correlating promotions with a user's entries in a calendar. For example, Von Kohorn fails to disclose or suggest correlating a user's calendar with a promotion and then displaying both the promotion and a corresponding entry in the user's calendar, such as a spouse's birthday, so that the promotion can be used to purchase a birthday gift for the spouse, as shown in Figure 6 of the present application and described for example in the specification at page 19, lines 1-10. Accordingly, Von Kohorn fails to disclose or suggest *correlating the promotion with a calendar entry in a calendar of a user, and displaying the promotion together with the calendar entry to the user*, as recited in Claim 11, and similar features recited in Claims 41-44.

For at least the above reasons, Applicant respectfully submits that Von Kohorn fails to disclose or suggest pending Claims 1, 3-15, 17-20, 24, 26-27, 31-32 and 35-44. Withdrawal of the rejection of the claims under 35 U.S.C. § 102(b) over Von Kohorn is respectfully requested.

Applicant respectfully submits that the application is in condition for allowance. Favorable consideration on the merits and prompt allowance are respectfully requested. In the event any

questions arise regarding this communication or the application in general, the Examiner is invited to contact Applicant's undersigned representative at the telephone number listed below.

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Respectfully submitted,

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